



THINKUP
Enterprises

Historical Data: Still Relevant?

Today's guest is Crystal Pernici, CRME, Director of Sales at IDEaS. Crystal has refined her experience at top hospitality companies including Loews Hotels, The Ritz-Carlton Hotel Company, Marriott International, and in the development of GreenPoint Hotels.

Crystal shares the following:

- The relevance of Revenue Management in our current conditions, and why neglecting it right now may be a short-sighted perspective.
- How historical data can still be used in a meaningful way, both for short-term and long-term strategies.
- The pros and cons of using manual and automated systems.
- The top 3 things that hoteliers should do right now to have the most impact on recovery from COVID-19.

To contact Crystal for questions or more guidance:

IDeaS.com

Crystal.Pernici@IDeaS.com

LinkedIn: <https://www.linkedin.com/in/crystalpernici/>

Articles mentioned in the podcast

[The Importance of Revenue Management in Times of Uncertainty](#) by Crystal Pernici

[Exceptional Circumstances Call for Exceptional Analytics](#) by Stephen Hambleton

Be sure to join us for our next episode with Stuart Butler of Fuel Travel to discuss their recent Customer Sentiment Study.

Read more articles on Hospitality Revenue Management on our [ThinkUp Thought Leadership page](#).

Join us live on the *This Week in Hospitality Live Show*, which you can register for at hospitalitydigitalmarketing.com/live.

For questions on this episode or any other revenue management related topics, you can send them to us at info@thinkupenterprises.com.